ON THE MOVE PROJECT

1. PROGRESS TO DATE—21 SEPTEMBER

1.1 GOALS

• To meet the timelines outlined below:
  Outlines 20 August
  First drafts 27 August
  Review first drafts 14 September
  Second drafts 28 September
  Review second drafts 1 October
  Final drafts 4 October
  Proof copy 8 October

To date, all timelines have been reached. In fact we are ahead of schedule as Marcia had the first reviews done by 4 September. Due to this, it is expected that timelines will be met.

• To approach ‘On the Move’ publications with the view to producing guides for the Northern NSW region by 21 September.
  A meeting has been scheduled for 28 September. Some of On the Move’s international stakeholders will be present as they are here to tour On the Move’s facilities.

• To include at least two graphics/photographs per page.
  Cannot measure this at this point in time.

• To ‘discover’ one new form of recreation or service offered in each region that has not been written about before.
  Has been done for each region except Abyss, where tourism as an industry seems to have taken a back seat. Contact was also made with the local media, and the new services have reported an increase in patronage as a result.

• To use the recently purchased publishing software for the first time in the production of these materials.
  Not yet done.

• Team members will undertake training in the new software by 28 July.
  A communication breakdown between team members meant that this deadline was not reached. However, training was completed by 13 August.
- To come in at least 5 per cent under budget for this project.
  Due to the unforeseen circumstances surrounding the software training, the project is about 0.25 per cent over budget. However, costs are expected to be recouped in the production process.

- 50 per cent of materials used will be made from recycled materials.
  Quotes have been obtained from suppliers. Mock-ups to be done to see whether recycled products make a difference to colour quality.

- To set up a reference group that will include members of the tourism industry in the various regions, representatives from local and national disability support groups and representatives from the Australian Tourism Council. The group has been set up and has had one teleconference meeting. Another two teleconference meetings are scheduled, as well as one face-to-face meeting to take place at the end of the project.

- To set up a panel of review that will include different members of the above-listed organisations as well as a pilot group of tourists with disabilities. Yet to be done.

- To give at least equal emphasis to nature-based tourism activities as to commercial ones where appropriate.
  So far, so good.

- To promote the guides throughout the process by launching each of them in the relevant region.
  Yet to be done.

- To market the guides on the Internet.
  Publicity material has been written. Site yet to be built.

- To market the guides at the next Australian Tourism Council conference.
  Conference not taking place until mid-November

- To use local people in the photographs and in the marketing campaign.
  Has been done to a limited extent.

- Team members will meet weekly on Wednesdays at 10am over coffee in the training room.
  Continuing. These meetings have proven very beneficial for communication and motivation—although the motivation can probably be credited to the provision of chocolate biscuits with tea and coffee!